



HAWAII CONVENTION CENTER

MARKETING PROGRAMS **Calendar Year 2005**

“The Facility Itself is Unequalled in All the World”

~ BOB DALLMEYER, Chairman of the Board, International Association for Exhibition Management





AGENDA

- **Objectives**
- **Market Update**
- **What's New**
- **Marketing and Sales Programs**
- **Key Partnership Programs**





GOALS AND OBJECTIVES

- Higher Spending Customer
 - Conventioneers are typically profiled as the best spending customer for a destination
- Fill the Historically Slow Periods
 - Fill the gaps
- Focus on Business Clients
 - Improve Hawaii's image as a business destination
- After market potential – Island Visits





“We achieved record attendance in coming to Hawai`i.
In fact, our attendance tripled over what we normally would have.

You can absolutely do serious business in Hawai`i,
but it’s always tempered by great hospitality,
great people, and great fun, so you get a lot accomplished,
and you do it in a wonderful atmosphere.”

~ JOSEPH FRACK, Chief Executive Officer, Society of Financial Service Professionals





MARKET UPDATE – PAST 18 MONTHS

- Booking goals achieved for 2003 and 2004
- Forecast - 2005 and 2006 to meet booking goals
- Improved booking pace in long term segments
- Improvement in awareness of Hawai'i as a business destination
- The Hawai'i Convention Center ranks high in industry survey
(Metropol – Hawaii ranks #1 in facility attractiveness)
- Achieved better than expected operating budget





MARKET UPDATE – ENDURING REALITIES

- Continued growth in facility space – more competition
- Destination hotels that have large exhibit halls and meeting space (Mandalay Bay / Gaylord Enterprises)
- Program budgets are flat or decreasing
- Competitive pricing
 - Free Centers
 - Destination subsidy (Ground Transportation / VIP Receptions)
- Intensified sales and marketing efforts
- Mid-term corporate business is limited





MARKET UPDATE – EMERGING REALITIES

- High demand for highly qualified sales persons
- Short-term market continues to be the Japanese incentive market
- Improved booking pace in the long term segments
- Long-term rotation business has improvement
 - 2009 - 2013





MARKET UPDATE

- CLIENT ISSUES
 - Boondoggle
 - Overall Cost
 - Air / Hotel / Shipping
 - Time out of Office
 - Cost to Exhibit
 - Distance





WHAT'S NEW

- The Hawai'i Advantage
 - New marketing collateral addressing objections of doing business in Hawai'i
 - Input from HCC Advisory Board
 - Use client testimony
 - Benefits of the destination and Center
- Upgraded HCC Web Site
 - Enhanced destination information
 - Partners corner
 - Clients corner
 - Booking portal
- Hawai'i Business Ambassador Program



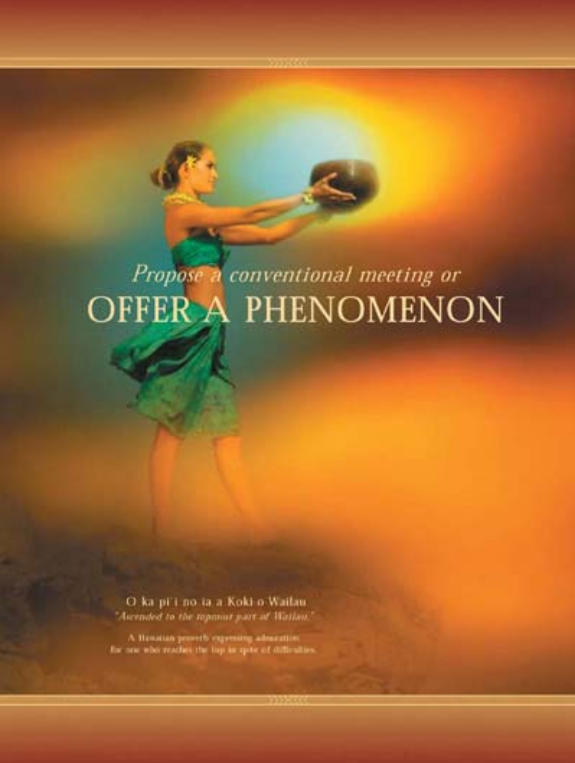
MESSAGE

- Addressing Market Issues
 - The Hawai'i Advantage Brochure
 - Distribution
 - HCC National Sales Team
 - All trade events
 - Hotel Partners National Sales Offices
 - Third Party Providers (Conferon / Conference Direct)
 - SMG Facilities Sales and Marketing Teams



“OFFER A PHENOMENON”

- Convene Magazine & Association Management
 - Professional Convention and Meetings Association
 - American Society of Association Executives




Propose a conventional meeting or
OFFER A PHENOMENON

O ka p i i no ia a Koki o Wailau
"Ascended to the highest part of Wailau."

A Hawaiian proverb expressing admiration:
for one who reaches the top in spite of difficulties.


Discover
THE HAWAII ADVANTAGE
EXPERIENCE THE UNIQUE VALUE & POWER OF ALOHA



What a phenomenal idea. Come to one of the most beautiful places on earth, hold meetings that are more productive, and have everyone leave with the feeling they've just had the experience of a lifetime. It could happen. The power of Aloha can inspire, energize and revitalize your people, partners and clients.


Are we fantasizing? Psychiatrist Benoit L. Leventhal, M.D.* doesn't think so: "We had a wonderful sense of cooperation, great ideas and a pleasant, warm and kindness that is unparalleled in my experience. Add this to the warm weather, beautiful beaches, excellent hospitality and the opportunity for spectacular side trips, and this was one of our best meetings - if not the best meeting - ever. We would happily return and are working towards that presently."

Ask for your Hawaii Advantage Kit, and find out how other meeting planners, associations, and corporations have benefited from the Hawaii Advantage. Your Hawaii Advantage Kit includes a comprehensive brochure, a virtual tour DVD with meeting planner testimonials and a CD Rom presentation kit. Learn how you can tap into the power of Aloha to host exceptional meetings and create enduring memories for your groups.



Listen to your therapist -
create a phenomenon that exceeds all expectations.
Call or click to get the Hawaii Advantage Kit.

Toll free: 1-800-295-6003
Sales Central: (808) 943-3047
email: info@hawaiiadvantage.com
hawaiiadvantage.com



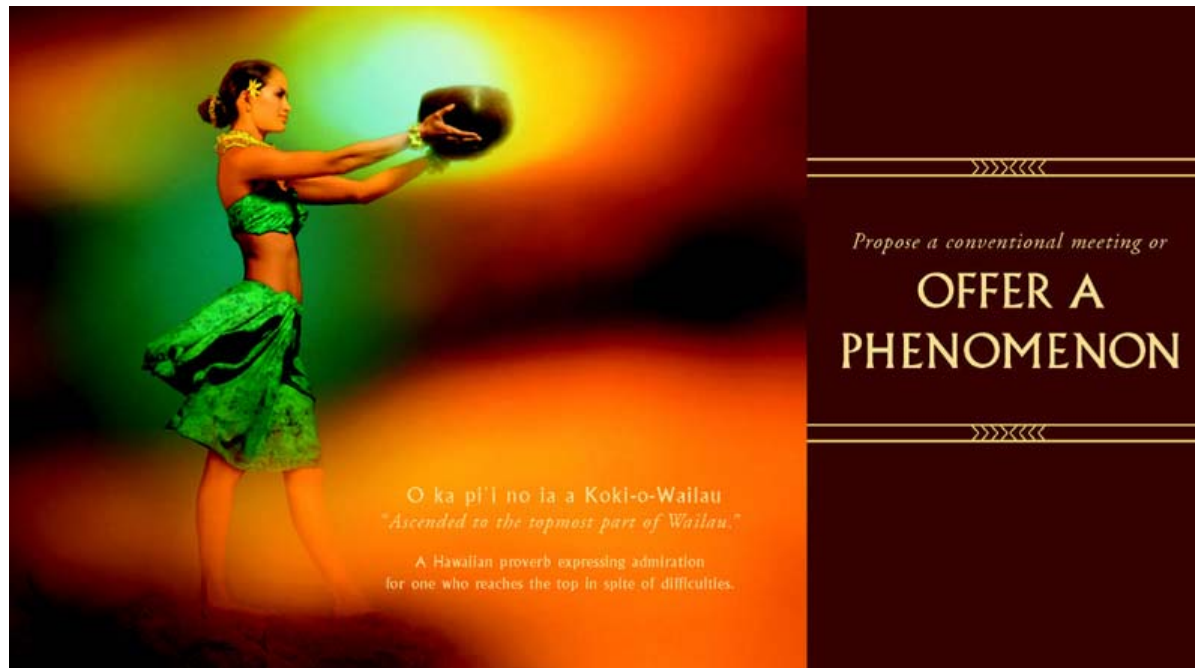
HAWAII
HAWAII CONVENTION CENTER
Where BUSINESS meets Aloha

*Benoit L. Leventhal, M.D. is Vice Chairman of Santa Monica Orthopedic School of the Department of Psychiatry, The University of Chicago.



MULTIPLE MARKETING PROGRAM

- Direct Mail
 - Postcard series in conjunction with ad campaign
- E-Marketing
 - Post ad campaign



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“GREAT RESULTS FOR THOSE BOLD ENOUGH TO CONSIDER IT”

Only one destination promises
**GREAT RESULTS FOR
THOSE BOLD ENOUGH**
to consider it



Discover
THE HAWAI'I ADVANTAGE
NOW



Discover
THE POWER OF ALOHA
HAWAII CONVENTION CENTER
Where BUSINESS and Aloha meet
hawaii.convention.com

Toll Free 1-800-295-6603 • Sales Central (808) 943-3047
email: info@hccmg.com • hawaii.convention.com

If the attached DVD has broken during shipping, please contact us and we will promptly send you a replacement.

SMG
HAWAI'I





HAWAI'I BUSINESS AMBASSADOR PROGRAM

- Working with Hawai'i business partners to get conventions to Hawai'i


OUR MISSION


EXPAND OUR MARKET REACH
by engaging resources of residents
with affiliations to national and
international organizations.

STRENGTHEN OUR
BRAND POSITIONING of
"Where Business and Aloha Meet"
through partnering with local business
professionals by inviting their national
and international organizations
to convene in Hawai'i.

ASSISTING LOCAL COMPANIES
AND ASSOCIATIONS
by showcasing their products, services
and initiatives to the rest of the world by
bringing their annual meetings to Hawai'i.

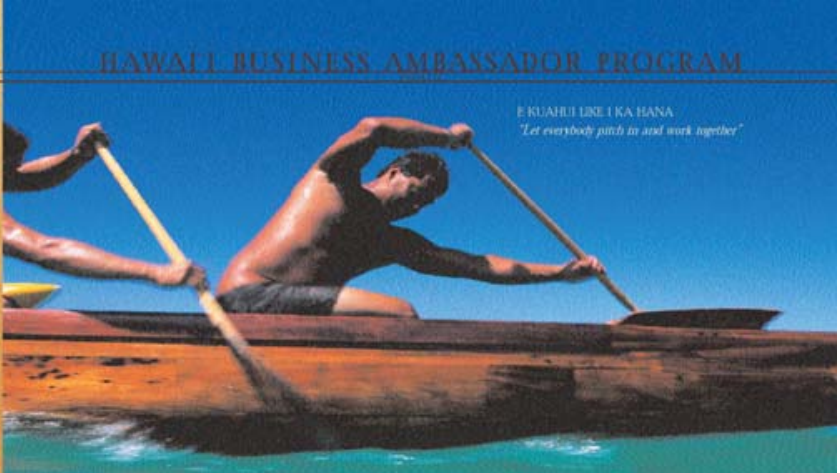
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HAWAI'I CONVENTION CENTER
Where BUSINESS and Aloha Meet
808 Kalaniana'olani Avenue, Honolulu HI 96808



HAWAI'I BUSINESS AMBASSADOR PROGRAM

E KUAHUI UNE I KA HANA
"Let everybody punch in and work together"





HAWAII BUSINESS AMBASSADOR PROGRAM



Message from Governor Linda Lingg

The main purpose of the Hawaii Convention Center is to boost tax revenues for the state by hosting large-scale meetings, conventions and conferences for national and international organizations.

In an increasingly competitive worldwide market, securing convention business is difficult to achieve. It is therefore essential that government and the private sector unite in bringing new prosperity to our tourism industry. The "Hawaii Business Ambassador" program is an example of this initiative.

This Hawaii Convention Center program provides an opportunity for visitors with ties to national and international organizations to assist in promoting meeting and convention business for our state.

Together, we have a chance to not only showcase Hawaii as the place "Where Business and Aloha Meet," but also as an international business and research center for science, technology, defense and education, technology, science, renewable energy and telecommunications.

I invite you to join us by participating in this program.



Aloha,

Linda Lingg
Governor, State of Hawaii



HAWAII - "Where Business and Aloha Meet."

Tourism is the core of Hawaii's economy, providing approximately 20% of our jobs and nearly 20% of our state and county revenues. Just about everything in our state is dependent in one way or another on the growth and success of our hospitality industry.

THE HAWAII CONVENTION CENTER

The State owned Hawaii Convention Center was completed in 1998 to provide a venue for city-wide meetings and conventions. The purpose of the Center is to increase tax revenues for the State by attracting large scale meetings, from the Continental U.S. and abroad.

OUR CHALLENGE

Faced with economic challenge and change in an increasingly competitive domestic and international market, securing meeting and convention business is becoming more difficult to achieve. It is therefore essential that government and business unite in a common effort to bring new prosperity to our island state. The Hawaii Business Ambassador Program is an example of this opportunity.



HAWAII BUSINESS AMBASSADOR PROGRAM - Partnering for Business Success

The Hawaii Business Ambassador Program is a partnering opportunity for leaders in our business community with ties to national and international organizations to assist in the promotion of meetings and convention business in Hawaii. By partnering with the Hawaii Convention Center, the Hawaii Visitors and Convention Bureau and others in the meetings segment of our tourism industry, Hawaii's residents have the opportunity to use their influence to recommend Hawaii for national, regional and international meetings, conventions, conferences, congresses, etc.

YOUR PARTNERSHIP CAN MAKE A DIFFERENCE

A single 1000 person meeting referral can add as much as \$3,720,000 to Hawaii's economy. And sometimes all it takes is a simple phone call or letter to get the ball rolling.

USE YOUR INFLUENCE

Consider the national and international organization in which you are a member or conferences that you attend. Contact us and we'll help you take it from there. We'll help you write letters and make personal appeals to senior executives and conference/congress organizers, encouraging them to consider Hawaii as a prime destination for a future meeting or conference.



OUR COMMITMENT

We will provide assistance and support needed to secure future meetings and convention to include the following:

- Sales collateral including:
 - Hawaii Advantage Brochure & Sales Kit
 - Hawaii DVD presentation with client testimonial
- Customized proposals
- Coordinate and customize bid presentations
- Grant writing
- Avenity support
- Assistance with housing accommodations
- Attendance building, promotions and promotional items

Ron Weidenbach played an integral role in securing the triennial gathering of the World Apiculture Society Annual Meeting at the Hawaii Convention Center.

"It brings farmers as well as research experts from around the world together to share information so we can take advantage of it here. It also allows us to showcase what we're doing in Hawaii to the world."

RON WEIDENBACH

President Hawaii Apiculture Association Hawaii Business Ambassador





DIRECT SALES PROGRAM

- National Sales Team
 - Washington DC
 - Chicago
 - San Diego
- Honolulu
 - Pacific Sales
 - Japan Sales
 - Client Service Support
 - Hawaii Business Ambassadors Program
 - Marketing Services





PARTNERSHIPS

- Native Hawaiian Hospitality Association
 - Cultural Training and Destination Awareness
- Pacific Marketing Corporation –
 - Business Ambassador Program
 - PRIME
- O&M Hawaii – Advertising
- CTV – Convention Television
- The Limtiaco Company – Public Relations and Industry PR
- Digital Mediums – Web Site Development
- CM&I – Advisory Board and Focus Groups
- Pacrim Marketing – Japanese Web Site





PARTNERSHIP OPPORTUNITIES

- Destination Sales Collateral
 - The Hawai'i Advantage
- Timed Promotions
 - November 2004
 - Washington DC and Chicago – Mahalo Functions
 - May 2005
 - Washington DC and Chicago – Sales Blitzes
- Web Site Links





PARTNERSHIP OPPORTUNITIES

- Site Inspections
- Advisory Board
- Focus Groups
- Media Blitz
- ASAE – August 2005
- PCMA Annual Meeting – January 2005





CONTACT

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**“The first thing that I was impressed with about the Hawai`i Convention Center was its architecture.
It’s very modern, a lot of glass, very open and it really allows you to see the beauty of these islands.
You’re not contained in a building that’s full of walls.**

**It’s very open and spacious, it’s clean,
but the most attractive thing about the Center is the staff that works there.
They’re an extension of our team.”**

~ RON MACDONALD, Managing Director
Society of Financial Service Planners





MAHALO



HAWAII CONVENTION CENTER
Where BUSINESS and ALOHA Meet

